

1 Add to that hundreds of pay channels
2 offered by the hugely successful cable, the satellite
3 companies Direct and Dish as well as the increasing
4 competition offered by the internet through streaming
5 video and advertising supported portals.

6 In 1975 when newspaper cross ownership was
7 adopted, KTLA had a nine household share. I wish it
8 were otherwise, but by 2001 when the FCC launched its
9 Omnibus Rulemaking the share had shrunk to seven
10 percent of the market. And in 2006 we're down to an
11 average of 3.7 share of audience. Not a healthy trend,
12 but all the other local stations are in a similar
13 decline. The numbers speak volumes as to the
14 increased consumer options and exponential growth of
15 alternative media my colleague was mentioning before.

16 As mentioned, KTLA has always had to
17 compete against the biggest names in broadcasting.
18 Then as now, the formula is to differentiate our
19 signal from the national broadcast networks and
20 nationally delivered pay channels. We achieve this in
21 great measure through our locally produced news. Today
22 we broadcast 32 hours of locally produced news weekly.
23 As you may recall, the tape of the Rodney King beating
24 by the Los Angeles Police was first shown on KTLA.

25 Our competitors have far deeper pockets

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1 than the Tribune Company. The *LA Times* and KTLA have
2 worked together on special programs that have added
3 value to the communities of Los Angeles, and they have
4 led to policy changes and heightened awareness of the
5 social issues facing our community. KTLA reporter Ron
6 Olson based in the *LA Times* newsroom has provided
7 deeper coverage of local issues broken by the *LA Times*
8 and shared them with KTLA viewers who otherwise may
9 not have read the paper.

10 Among things we have done together are:

11 The *Los Angeles Times* published its forum
12 solving the high school dropout crises, just two weeks
13 ago on a Saturday;

14 The *Los Angeles Times* published its forum
15 solving the homeless crisis with *Los Angeles Times*
16 reporter Steve Lopez;

17 A KTLA excerpt from the *Los Angeles Times*
18 investigative report on alleged corruption at the
19 Chumash Indian Gambling Casino;

20 An excerpt from a series on the crises at
21 the local King Drew Medical Center which was a *Los*
22 *Angeles Times'* investigation that KTLA adopted for
23 television news viewers.

24 The *Los Angeles Times* has more reporters
25 than any television station could afford, especially

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1 in the case of KTLA which has no television to our
2 advantage. KTLA News has been the recipient of leads
3 and stories that otherwise our reporters could never
4 have reached or discovered on their own. KTLA has
5 widened the depth of the reporting of many of our
6 community issues by having the resources of a major
7 metropolitan newspaper.

8 The *Los Angeles Times* has benefitted from
9 KTLA's has benefitted from KTLA's wide audience in
10 turning viewers into readers.

11 In closing, let me quote from the Federal
12 Third Circuit's opinion of the FCC's most recent
13 Omnibus Broadcast Rulemaking. Although critical of
14 most of the Commission's criteria, the court stated,
15 and I quote, "The Commission's decision not to retain
16 a ban on newspaper/broadcast cross ownership is
17 justified under section 202(h) and is supported by a
18 record of evidence." The court went on to write that
19 newspaper/broadcast combinations can promote localism
20 and a blanket prohibition of newspaper/broadcast
21 combinations is not necessary to protect diversity.

22 We at KTLA and the *Los Angeles Times* could
23 not agree more.

24 Thank you very much for this opportunity.

25 (Applause).

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1 MODERATOR RIVERA: Thank you.

2 Ms. Madison?

3 MS. MADISON: Good evening. My name is
4 Paula Madison. I'm the President and General Manager
5 of KNBC, NBC's owned and operated television station
6 in Los Angeles; Executive Vice President of Diversity
7 for NBC Universal.

8 My professional background is in
9 journalism with a particular focus on news reporting.

10 I'm here today to speak about the
11 fundamental and ongoing restructuring of America's
12 media marketplace in ways that were never even dreamt
13 of when the current local ownership rules were
14 adopted. The resulting and unprecedented competitive
15 pressures facing free over-the-air television
16 broadcasting and the likely consequences of these
17 marketplace forces on the ability of television
18 broadcasters to remain viable and to continue serving
19 the communities of license.

20 As you listen to my remarks I ask you to
21 consider a few key facts about today's media
22 marketplace. The growth rate of local ad sales on
23 cable systems and the internet far exceeds the growth
24 rate of local advertising revenues on television
25 stations, even though advertising remains our key

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1 source of revenue.

2 The largest seller of local advertising on
3 a video platform in many markets is no longer an over-
4 the-air television station, but rather a cable
5 operator that is unfettered by local ownership
6 restrictions and has far more ad inventory to sell
7 than a TV station.

8 More viewers watch cable programming
9 networks during prime time on any given evening than
10 watch the programming of the four major broadcast
11 networks combined. And full video streaming on the
12 internet is no viable and growing explosively, all of
13 which expands viewer choices but also increases the
14 competitive challenges facing TV broadcasters.

15 I'd like to be unmistakably clear about
16 another key point in this debate. It's very expensive
17 to produce and broadcast local news, particularly in
18 a market as large as diverse as LA. To put this in
19 perspective the Washington, D.C. DMA where many of you
20 reside encompasses approximately 11,000 square miles.
21 The Los Angeles DMA is nearly four times that size,
22 41,300 square miles encompassing seven counties, 90
23 cities and six microclimates. Just imagine the
24 logistics and the costs involved in moving our news
25 crews from one point to another in this market, not to

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1 mention the sheer number of news stories that we
2 follow each day.

3 Given the expense involved in producing
4 local news it should come as no surprise that contrary
5 to the big media is bad media assumption, over 90
6 percent of the daily local television news programs
7 available over-the-air in Los Angeles are provided by
8 the six largest media companies owning television
9 stations in this market; Tribune, CBS, News Corp, NBC,
10 Disney and Univision. The marketplace development I
11 described above all post date the last modest revision
12 of the TV Ownership Rule in 1999.

13 If the preservation of free over-the-air
14 television remains an important policy objective of
15 our government, it's imperative that the FCC examine
16 its current local television ownership rules to
17 determine whether they are in today's marketplace in
18 fact serving the goals to be furthered by those rules:
19 Vigorous economic competition, local focus and content
20 diversity among media outlets.

21 It is undisputed that the audience for
22 free over-the-air television is becoming increasingly
23 fragmented by the shift of viewers to cable and now
24 the internet. But neither cable operators nor internet
25 based video services are subject to the affirmative

1 public interest obligations imposed on television
2 broadcasters, including the obligation to present
3 programming that responds to local needs and
4 interests. Television stations that can still afford
5 to do so offer local news and other local programming
6 because our audiences look to us for the kind of local
7 programming they can't find anywhere else. Responding
8 to these viewer needs not only satisfies our
9 obligations as FCC licensees, it is also good business
10 and it distinguishes us from our multi-channel and
11 internet competitors.

12 The accomplishments of our news team at
13 KNBC have been recognized through numerous prestigious
14 industry awards, including Emmy, Golden Mike. Edward
15 R. Morrow and Peabody awards. Independent research
16 has consistently shown KNBC to be the market leader in
17 time devoted to local politics, community reporting
18 and local news in general. A majority of the news
19 stories reported on our 5:00 p.m. news have not been
20 read, seen or heard anywhere else.

21 We also serve our Hispanic audience well
22 by offering news on both of our LA Spanish language
23 stations. This is particularly important given the
24 documented heavier reliance on free over-the-air
25 television by Hispanics in America. But as I noted at

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1 the beginning of my remarks, this level of commitment
2 to local news is very expensive. Approximately 7,000
3 employees support NBC Universal's business of over-
4 the-air broadcasting at the NBC and Telemundo networks
5 and the commonly owned stations affiliated with each
6 network. This is an enormous commitment to over-the-
7 air broadcasting. Even more importantly, more than
8 two-thirds of these employees are devoted to news at
9 either the national or local level. A remarkable
10 investment in a product with no repeat nor syndication
11 value.

12 The cost of producing local television
13 news programs steadily escalating at a time when
14 marketplace forces are moving advertising revenues
15 away from the very businesses, television stations,
16 that are most deeply committed to presenting local
17 news to those media platforms that have no such
18 commitment.

19 I thank you very much for giving me the
20 opportunity to address you this evening. And I'll be
21 more than happy to answer any questions you might
22 have.

23 MODERATOR RIVERA: Thank you very much.

24 (Applause).

25 MODERATOR RIVERA: Mr. Levy?

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1 MR. LEVY: Good evening. My name is
2 Sydney Levy. I am the Program Director of Media
3 Alliance, a 30 year old media resource and advocacy
4 center for media workers, a number of organizations
5 and social justice activists here in California. We
6 have organized standing room only town hall meetings
7 for media ownership with Commissioner Adelstein in San
8 Francisco in 2003 we rallied attendance to the FCC
9 localism hearing in Monterey in 2004 and we also
10 organized and rallied attendance to a previous town
11 hall meeting that happened here in LA less than five
12 weeks. And this is what we have learned from our
13 organizing.

14 That there are thousands of people,
15 thousands upon thousands of people here in California
16 that are interested in these issues and are opposed to
17 media consolidation. At the same time what I would
18 like to express is our profound concern and
19 disappointment at the fact that this hearing today was
20 announced with less than one week notice. For us --

21 (Applause).

22 MR. LEVY: Hold on. If you applaud, you're
23 taking off of my time so please wait. My clock is
24 ticking.

25 I will tell you one thing which is

1 important. These hearings don't happen because there
2 is an announcement on a website of the FCC. People
3 come here because they're committed. But people come
4 here because we in the community organize and explain,
5 and bring people so that they can come and give one
6 day off from work in the middle of the day to come,
7 let alone move from one place to another in rush hour
8 traffic.

9 And we do that out of our resources, you
10 know, word of mouth. We don't do that with the help of
11 corporate media. I will give you one example from the
12 *LA Times* where we wanted to put -- free press,
13 actually wanted to put one ad announcing this hearing.
14 The original price for the ad was \$25,000. When the
15 *LA Times* found out about the content of the ad, the
16 price went to \$40,000 and then \$117,000. It went down
17 to \$40,000 only with the stipulation that the words
18 "big media" be taken out.

19 Now I ask you, is this the kind of
20 company, the Tribune, that we want to reward with
21 gross ownership? I don't think so.

22 Now if the FCC is really interested in
23 listening to the public, what I would ask you to do,
24 I beg you to do, is release the times and dates and
25 locations of all the remaining FCC hearings so that

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1 people can known ahead of time and people can come.
2 This is regarding the process.

3 Regarding specifically because I see my
4 time ticking -- regarding media consolidation, I just
5 want to present two examples of radio stations that
6 are using the public airwaves irresponsibly but
7 because they belong to such big companies, there is no
8 way the communities can really make them be more
9 responsible. There is no accountability.

10 One example, hopefully, you will here
11 tonight if you haven't heard it already is here in LA.
12 It's Academia Semillas del Pueblo. Now there has been
13 a campaign of harassment by KABC, which is owned by
14 Disney. Hopefully you will hear more. They have been
15 called every name in the book: racist, cannibalist
16 they have been called and there is no way to stop this
17 kind of name calling, which is extremely anti-Mexican,
18 extremely anti-immigrant.

19 I am coming from the Bay area and we have
20 the same situation with a Clear Channel station, KNEW.
21 I don't have time to give you the whole report that we
22 produced when we monitored the station. I will just
23 give you one example. Referring to under committed
24 immigrants the word "vermin" was used 43 times in 40
25 minutes.

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1 Now, there is no way that we can go to
2 KNEW and explain our situation. The Youth Media
3 Council has tried for two years to have a meeting with
4 KNEW. Two years. That's Clear Channel, by the way,
5 and we haven't had any chance of having a meeting.

6 I really urge you to come to Oakland in
7 California October 27th, all of you Commissioners and
8 also listen from the people in Oakland what is
9 happening there with our stations. We also have a lot
10 of anti-immigrant bashing there from the radio, from
11 Clear Channel the same way that you are going to hear
12 today.

13 And as you come -- and I think I'm going
14 to finish ahead of time which is good for you because
15 you should have more time to speak. As you come
16 please not only come ready to listen to the public,
17 but please come ready also to tell us why are we now
18 engaged in a media ownership proceeding when we really
19 haven't addressed diversity or localism. The Localism
20 Task Force, we haven't seen the results. We saw a
21 transcript, but we haven't seen anything more except
22 our report has been shelved. We really want to see
23 those items handled first.

24 But please come to Oakland, hear from the
25 public and give us an answer.

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1 Thank you.

2 MODERATOR RIVERA: Thank you.

3 (Applause).

4 MODERATOR RIVERA: Mr. Lempert

5 MR. LEMPert: Good evening, Chairman
6 Martin and members of the Commission. Thank you for
7 coming to California for this hearing and thank you
8 for inviting Children Now to speak tonight.

9 I'm Ted Lempert, President of Children
10 Now, a national children's advocacy organization. And
11 our mission is to ensure that children are the top of
12 the policy priority. So I greatly appreciate the
13 opportunity to talk to you about how media ownership
14 rules have a profound impact on our nation's children.

15 As the FCC considers media ownership rules
16 it should not proceed without considering first and
17 foremost how children will be effected. Both Congress
18 and the FCC have affirmed that children constitute a
19 unique audience that merits special consideration and
20 protection. Thus, the Commission has an obligation to
21 evaluate the consequences its decisions will have on
22 a child audience.

23 As you know, television is an
24 extraordinary powerful medium for the nation's
25 children. On average, kids watch almost three hours

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1 of television per day. More than two-thirds of kids
2 have a television in their bedroom. Virtually all
3 children watch television before their first exposure
4 to formal education. And by the time children graduate
5 from high school, many will have spent more time in
6 front of the TV than in the classroom.

7 Now some television can be helpful to
8 kids, especially when we consider the role of
9 educational informational programming which has been
10 found to positively influence a child's readiness to
11 start school and succeed.

12 Eighteen percent of the nation's children
13 rely solely on broadcast television and do not have
14 access to cable or satellite television. That is why
15 some argue that children's cable channels provide
16 plenty of diversity. This programming is not
17 available to almost one out of five children in this
18 country.

19 Children Now has been concerned about the
20 impact of media consolidation on children's
21 programming since 2003 when the FCC announced it's
22 plans to modify existing medial ownership rules. In
23 order to inform the FCC's rulemaking then, Children
24 Now conducted Big Media, Little Kids, the first study
25 ever to examine the length between media consolidation

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1 and children's programming.

2 Children Now selected Los Angeles as a
3 case study for this research because it is the second
4 largest media market in the country and two duopoles
5 existed among its TV stations in '03. Big Media,
6 Little Kids compared the children's programming
7 schedule from 1998 when the market's seven major
8 commercial broadcast stations were owned by seven
9 different companies to '03 when consolidation reduced
10 the number to give.

11 The findings were striking suggesting that
12 changes to ownership policies that allowed greater
13 consolidation should have a serious negative impact on
14 the availability and diversity of children's
15 programming. Here's what Children Now study found:

16 First, the number of children series
17 broadcast in Los Angeles decreased by nearly half from
18 '98 to '03, Most of the decline occurred on three of
19 the four stations that are part of media duopoly;

20 Second, from '98 to '03 the number of
21 hours each week devoted to children's programming in
22 Los Angeles decreased by more than 50 percent. And
23 the largest decrease in these programming hours were
24 on stations that are part of media duopoles, and;

25 Third, in '03 children's programs were

1 almost four times more likely to be repurposed or
2 aired on more than one channel or network than they
3 were in 1998. And most repurposes occurred between
4 outlets that were owned by the same media companies.

5 The results of our '03 research study are
6 clear. Large media conglomerates in the Los Angeles
7 market did not serve children nearly as well as
8 individually owned stations. Large medial companies
9 broadcast fewer children series over fewer hours. The
10 greatest decreases in children's programs occurred on
11 duopoly stations. The results of our study leave
12 little doubt that media consolidation diminishes the
13 availability and diversity of programs for children.

14 It is important to note that this study
15 examined only the early stages of media consolidation.
16 We're currently updating and expanding our study to
17 include eight broadcast markets across the country.

18 It's also critical to note that our '03
19 study focused on the quantity of children's
20 programming. In an increasingly consolidated media
21 environment we must also focus on the quality of the
22 programming, especially the EI programming stations
23 used to satisfy the three hour guideline.

24 Children Now is extremely appreciative for
25 the FCC's leadership on their recently enacted digital

1 television rules protecting EI programming and we are
2 now going to be focusing on the quality of that
3 programming.

4 Given that broadcasters are trustees of
5 the public owned airwaves and the FCC and Congress
6 have recognized children as a special and unique
7 audience, it is important that both the quality and
8 quality of children's programming be addressed.

9 Finally, local programming for children,
10 research shows that locally produced educational
11 programming enhances civic engagement to the children
12 by teaching them about their diverse communities and
13 offering perspectives on local issues. Yet today
14 locally produced programming for children is virtually
15 nonexistent.

16 In summary, children rely on broadcast
17 media to provide them with diverse programming that
18 enriches, educates and entertains. And we recognize
19 that quality television can be a tremendous benefit to
20 the child audience. However, our research shows that
21 when greater media consolidation is allowed, the
22 children audience suffers.

23 Thank you.

24 MODERATOR RIVERA: Thank you, Mr. Lempert.

25 (Applause).

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1 MODERATOR RIVERA: Mr. Joyce?

2 MR. JOYCE: Chairman Martin,
3 Commissioners, good evening. My name is James C.
4 Joyce. I'm the Vice President of the National
5 Association of Broadcast Employees and Technicians,
6 CWA. Our union represents 10,000 broadcast
7 professionals at local TV and radio stations and at
8 the networks throughout the country.

9 NABET is part of the Communications
10 Workers of America. CWA also represents journalists
11 through the Newspaper Guild and printers through the
12 ITU, all of who will be profoundly affected by changes
13 in the media ownership limits. And CWA's other
14 700,000 members rely on a diverse and vibrant media to
15 be informed citizens in our democracy.

16 Our members know what happens when one
17 company owns more than one TV station or a major TV
18 station and a monopoly newspaper in the same market.
19 The owner merges operations, slashes jobs and reduces
20 the quantity and quality of the news. Los Angeles is
21 a poster child for broadcast media concentration.
22 Here we have one television triopoly and three
23 duopoles. NABET members work at many of these
24 stations.

25 NBC owns three television stations here,

1 KNBC and two Spanish language stations, KWHY and KBEA.
2 NBC acquired the Spanish language stations when it
3 purchased Telemundo. Within a year of that purchase
4 NBC merged the stations into one facility in Burbank.
5 They combined the technical operations, sales and
6 marketing operations and the newsroom operation. Ten
7 percent of the work force lost their jobs, most of
8 whom were Spanish speaking employees of Telemundo.

9 The consolidation has now extended into
10 nearby markets as KWHY TV retransmits its programming
11 to San Diego and Santa Barbara. Before NBC bought
12 Telemundo each of the stations had a separate news
13 operations. They were competitors. Now the news
14 operations are commingled. Two assignment editors, one
15 for English language KNBC and the other Spanish
16 language stations coordinate coverage and send one
17 crew to shoot video for all three stations.

18 The two Spanish language stations often
19 use the same reporter who carries a microphone with
20 the logos from each station on separate sides of a
21 mike flag. The reporter displays, for example, the
22 KBEA letters when he's doing a standup for KBEA and
23 then flips the microphone to read the exact same
24 script when doing a standup for KWHY.

25 And NBC is taking consolidation one step

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1 further. It is creating a super desk to merge the
2 assignments desks of KNBC, KBEA, KWHY, the NBC network
3 and possibly CNBC and MSNBC.

4 On to Fox. Fox owns two stations here,
5 KTTV channel 11 and KCOP channel 13. Fox acquired
6 this duopoly when News Corp purchased Chris Craft.

7 After the acquisitions the stations merged
8 technical operations, cutting the number of
9 technicians and engineers by ten percent. There is
10 one general manager today, one news director and one
11 assignment editor overseeing both stations. While one
12 product crew sometimes covers the same story, KTTV and
13 KCOP have done a better job than NBC in maintaining
14 separate in-house production crews.

15 Next, Univision. It owns KMEX channel 34
16 and KFTR channel 46. After the merger the technical
17 operations were combined and ten percent of the
18 employees lost their jobs, including every technician
19 at KFTR. More recently KMEX cut staffing another 40
20 percent and replaced union employees with nonunion
21 minimum wage workers in violation of the union
22 contract.

23 An investor group is now buying Univision.
24 The result of this purchase would be an additional
25 cross owned newspaper/TV properties here in LA and in

1 Phoenix and in Fresno and would result in violations
2 of radio ownership rules from San Francisco, Dallas
3 and Houston. It would also implicate a waiver in
4 Puerto Rico and New York State.

5 In addition, Univision has requested
6 reauthorization of a permanent waiver to the network
7 representation rule which has allowed Univision to run
8 its own internal ad agency stifling competition and
9 job creation among Hispanic small businesses.

10 Finally, Viacom CBS owns KCAL channel 9
11 and KCBS channel 2. These stations extensively
12 commingle sharing reporters and often airing the same
13 news story. They even brand their news gathering
14 vehicles to highlight the single news operations, I'm
15 holding up a picture of one of their news vans that
16 has the logos of both KCBS and KCAL on the van.

17 KCBS has cut jobs. They're represented by
18 another union, the IBEW.

19 While these changes may be more efficient,
20 they do not advance the goals of competition,
21 diversity and localism. This is not good for
22 democracy. The media owners claim they need to merge
23 local operations to save the local TV and newspaper
24 businesses. The local TV news is highly profitable
25 with 50 percent margins. Newspapers typically earn 20

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1 percent more. And media owners don't need common
2 ownership to maintain healthy news operations. With
3 the transition to the digital broadcasting, local
4 stations can now and do broadcast multiple over-the-
5 air programs creating new revenue and programming
6 opportunities.

7 One thing we know allowing for more common
8 ownership will not improve the quality and diversity
9 of local news coverage. We urge the Commission to
10 preserve strong structural limits to encourage the
11 widest possible dissemination of information that is
12 still essential to a vibrant democracy.

13 Thank you.

14 (Applause).

15 MODERATOR RIVERA: Thank you, Mr. Joyce.

16 Mr. Do?

17 MR. DO: Good evening, Mr. Chairman and
18 panel of Commissioners. My name is Julian Do. I'm
19 the Co-Director of New America Media.

20 New America Media is the country's first
21 and largest national collaboration of ethnic news
22 organizations founded by the non-profit Pacific News
23 Service in 1996. New America Media has headquarters
24 in California where ethnic medias are the primary
25 source of news, information for over half of the

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1 state's new ethnic majorities.

2 Our mission is to promote the editorial
3 visibility and economic viability of these critical
4 sectors of American journalism as a way to build
5 inclusive public discourse in our increasingly diverse
6 and global society. New America Media produces and
7 advocates editorial content from ethnic media sectors
8 and develops pioneering marketing service on behalf of
9 corporations, foundations and non-profits who are
10 targeting ethnic media's ethnic communities.

11 New America Media also distribute
12 multilingual pollings to bring voices of ethnic
13 audiences into national focus and organizing events to
14 give ethnic media direct access to decision makers in
15 governments, business and academic and foundation non-
16 profit work.

17 About ten years ago Los Angeles by then
18 was already one of the most diverse cities in America.
19 Ethnic media programs on electronic media has been
20 pretty dismissal. Sure, there were Univision channel
21 34 and Telemundo 52 and a number of Spanish radios.
22 But the growing population of Asian communities like
23 Chinese, Korean, Filipino and the Middle Eastern
24 communities has been - has very limited media's
25 presence.

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1 There has always been a hunger for news
2 about local communities. But in a place like LA we
3 are talking about what's happening not just in a
4 general audience, but also in the African-
5 American communities, what's happening in the Filipino
6 communities and the Guatemalan community and so forth.
7 Unfortunately, we are not getting that.

8 Adding more insult to the injuries when
9 big mainstream media decided to do stories on the
10 Cambodian or El Salvadoran communities, the stories
11 tend to be about crimes or tragedies. Ethnic
12 communities have been for years trying to engage
13 mainstream medias about their communities and also as
14 sources of insights for better reporting. Well, with
15 media consolidations the situation has become worse.
16 Our frustrations, a number of ethnic groups have
17 resorted to satellite programs, however not all ethnic
18 household could afford the cost of monthly fees which
19 often average about \$50 to \$100 a month.

20 Today I would say the situations for a
21 major market like LA has somewhat improvement, but for
22 some and not for the others. There are now five public
23 access Spanish language TV stations Telemundo, KAY --
24 and Television. Spanish language radio also has a big
25 presence in LA but KLAX and KRCD and so on. So Spanish

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1 language media is very well represented in LA.

2 For other ethnic groups, KSCI channel 18
3 has been a unique multicultural TV station which
4 offers Koreans, Chinese, Vietnamese and Filipino
5 programming. Vietnamese programming also has limited
6 access to air time on KHLAY channel 44. There are also
7 Chinese, Korean and Vietnamese program on multilingual
8 radio network in Pasadena in Orange County. But all in
9 all, given the fact that LA has been the minority
10 majority demographics news program in content has not
11 reflected that. This is not just about fairness, but
12 also on the basis of providing comprehensive news
13 about our society.

14 About two years ago we had a power
15 discussion between mainstream and ethnic medias on how
16 do you cover a city like LA where the population is so
17 diverse. Often times to the extent of covering news
18 stories among ethnic communities, large walkout media
19 tend to focus more on the sensational stories like
20 tragedies or crimes. The conclusion was that, sure,
21 there is no single media entity today that could
22 provide comprehensive news coverage by our
23 diversities. However, big media consolidation has
24 made the situation even worse.

25 And all the powers agree that by expanding

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